[redacted]

Winston

WALDBAUMS

R J Reynolds
Tobacco Company

51857 9699

Source: https://www.industrydocuments.ucsf.edu/docs/xzgn0000

Winston - No Bull

[redacted] *Positioning : No Bull*

Heart

- Straight Up
- True to Oneself
- Reject Artificiality

Head

- No Additives
- No Artificial Ingredients
- 100% Tobacco, True Taste

51857 9700

Source: https://www.industrydocuments.ucsf.edu/docs/xzgn0000

Winston - No Bull

[redacted] *Advertising Print*

Yours have additives.*

94% tobacco
6% additives

* Laboratory analysis of the [redacted] non-menthol brand styles show all of their tobaccos contain a minimum of 6% additives on a dry weight basis.

New Winstons don't.

100% tobacco
True taste

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

[redacted]

51857 9701

Source: https://www.industrydocuments.ucsf.edu/docs/xzgn0000

Winston - No Bull

[redacted] *National Introduction - August 4*

- Start to arrive at Retail as early as June 2

- Repositioning - No Bull Brand
  - Only leading Brand with no artificial ingredients and no additives
  - New Pack design

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Source: https://www.industrydocuments.ucsf.edu/docs/xzgn0000

Winston - No Bull

[redacted] *Test Market Results*

Florida Approximately 1 year

- Significant Incremental Share Gain
- Greater than 50% of competitive adult smokers think **Winston** No Bull is better
- Greater than 90% of franchise adult smokers think **Winston** No Bull is better
- Box Brands - 65% of **Winston** test market growth
  - *80% of 21 to 24 year old prefer Box*
  - *60% of 25 to 34 year old prefer Box*

51857 9703

Source: https://www.industrydocuments.ucsf.edu/docs/xzgn0000

Winston - No Bull

[redacted]

Consumer Communications

- Three weeks prior to distribution, a carton insert will be put in current **Winston** cartons
- Impactful POS/PDI will be available at retail
- While in retail accounts, RJR reps will communicate one on one with competitive adult smokers encountered

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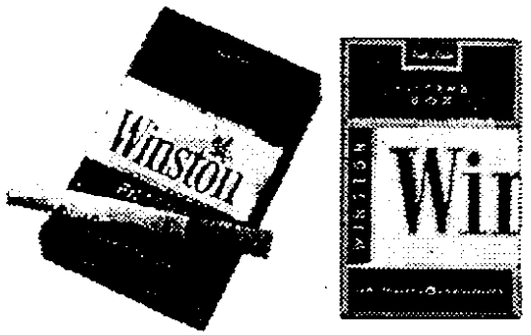
Source: https://www.industrydocuments.ucsf.edu/docs/xzgn0000

Winston - No Bull

[redacted] Rotation



CURRENT NEW

- Rotate current **Winston** to top - Sell First
- Do not display No Bull **Winston** until current **Winston** is sold
- Beginning August 4, RJR Reps will arrange to return all current packaging to wholesale

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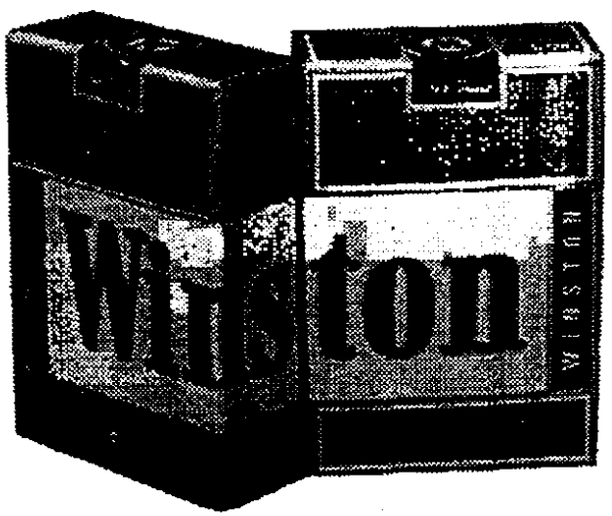
Source: https://www.industrydocuments.ucsf.edu/docs/xzgn0000

Winston - No Bull

RJR Displays

- **Winston** product will be loaded 50% box styles and 50% soft pack



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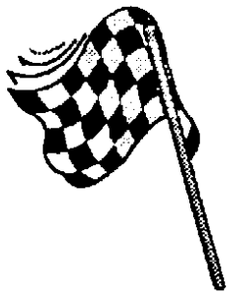
Source: https://www.industrydocuments.ucsf.edu/docs/xzgn0000

Winston - No Bull

[redacted]

No Bull Sweepstakes

300 Winston Racing Jackets



- RJR Reps will have Entry Forms
- Retailers / Clerks must be 21 years old or older (will be verified by RJR Rep)
- Answer 5 questions on New No Bull **Winston** Proposition

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Source: https://www.industrydocuments.ucsf.edu/docs/xzgn0000

Winston - No Bull

[redacted] UPC Information

Brand / Style	Pack UPC	Non Sup. Pack UPC	Carton UPC	Case UPC
Base WINSTON				
FF85	0 123103 9	0 12300 00010 9	0 12300 11013 6	000 12300 11012 9
FF100	0 123143 7	0 12300 00014 7	0 12300 11413 4	000 12300 11412 7
FFCP83	0 123123 3	0 12300 00012 3	0 12300 11213 0	000 12300 11212 3
LT85	0 123113 6	0 12300 00011 6	0 12300 11113 3	000 12300 11112 6
LT100	0 123133 0	0 12300 00013 0	0 12300 11313 7	000 12300 11312 0
LTCP83	0 123193 2	0 12300 00019 2	0 12300 11913 9	000 12300 11906 1
LTCP100	0 123593 8	0 12300 00059 8	0 12300 15913 5	000 12300 15906 7
UL85	0 123173 8	0 12300 00017 8	0 12300 11713 5	000 12300 11706 7
UL100	0 123183 5	0 12300 00018 5	0 12300 11813 2	000 12300 11806 4
ULCP83	0 12300 70399 4	0 12300 70399 4	0 12300 70313 0	000 12300 70306 2
ULCP100	0 12300 70499 1	0 12300 70499 1	0 12300 70413 7	000 12300 70406 9
Select				
FF85	0 12300 70999 6	0 12300 70999 6	0 12300 70913 2	000 12300 70906 4
FF100	0 12300 22463 5	0 12300 22463 5	0 12300 22464 2	000 12300 22465 9
FFCP83	0 12300 71099 2	0 12300 71099 2	0 12300 71013 8	000 12300 71006 0
FFCP100	0 12300 22185 6	0 12300 22185 6	0 12300 22186 3	000 12300 22187 0
LT85	0 12300 71199 9	0 12300 71199 9	0 12300 71113 5	000 12300 71106 7
LT100	0 12300 20276 3	0 12300 20276 3	0 12300 20277 0	000 12300 20278 7
LTCP83	0 12300 71299 6	0 12300 71299 6	0 12300 71213 2	000 12300 71206 4
Slim LTCP100	1 12300 20165 0	1 12300 20165 0	1 12300 20166 7	000 12300 20167 4

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